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**OCT 24 1950**  
**WSUN-TV Appoints**  
**New Staff Members**

CPYRGHT

Bill Finch, formerly of Chadron, Neb., has joined the sales staff of WSUN-TV, according to announcement by Earl Welde, sales manager.

Finch was builder-owner of radio station KCSR, in addition to being general manager of that station and of KDUH-TV, prior to coming to St. Petersburg. He is a graduate of the University of Denver and is married and has two children.

Lucile Laughinghouse has joined the staff of WSUN Radio as continuity writer. She was formerly with stations in Tampa and in North Carolina in a similar capacity, and has worked with the U.S. Government in the Treasury Department and in Central Intelligence.